

ORDER



Orders	Order / Rev:	168950
	Alt Order #:	06365936
	Product Desc:	SEIU
	Estimate:	2006
	Flight Dates:	10/16/12 - 10/22/12
	Original Date / Rev:	10/08/12 / 10/08/12
	Order Type:	GENERAL

	WDJT-TV-LP
Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	Waterfront Strategies
	Buying Contact:	Mike Furman
	Billing Contact:	
		1010 Wisconsin Ave. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/S.E. I. U.
	Demographic:	A35+
	Product Codes:	PL Issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
Order Separation: 00:15:00 _____
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	21	\$22,900.00	\$19,465.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	21	\$22,900.00	\$19,465.00	0.00
Totals	21	\$22,900.00	\$19,465.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	11%	\$22,900.00
Market	100%	\$208,181.82

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,081.82
WCGV	0%	\$0.00
WISN	32%	\$66,618.18
WITI	30%	\$62,454.55
WMLW-	1%	\$2,081.82
WPXE	0%	\$0.00
WTMJ	24%	\$49,963.64
WVTV	1%	\$2,081.82
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/16/12	10/19/12	Letterman 1035p-1135p	CM	1035p-1135p	-TWTF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		2				\$400.00		0.00			
E 2	WDJT	10/16/12	10/19/12	Doctor 2p-3p	CM	2p-3p	-TWTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
				Doctors 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		2				\$300.00		0.00			

Order / Rev: 168950
 Alt Order #: 06365936
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Issue/S.E. I. U.
 Product Desc: SEIU
 Estimate: 2006

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/16/12	10/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	-TWTF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					2	\$600.00		0.00			
E 4	WDJT	10/16/12	10/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-TWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					2	\$1,500.00		0.00			
E 5	WDJT	10/16/12	10/19/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	-TWTF--	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					1	\$150.00		0.00			
E 6	WDJT	10/16/12	10/19/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-TWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					2	\$1,500.00		0.00			
E 7	WDJT	10/16/12	10/19/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	-TWTF--	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					1	\$150.00		0.00			
E 8	WDJT	10/20/12	10/20/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----2-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----2-					2	\$500.00		0.00			
E 9	WDJT	10/21/12	10/21/12	Eye to Eye Eye to Eye 7a	CM	7a-730a	-----1	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$300.00		0.00			
E 10	WDJT	10/16/12	10/21/12	M-F Late News M-F Late News	CM	10p-1035p	-TWTFSS	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTFSS					2	\$1,600.00		0.00			
E 11	WDJT	10/16/12	10/21/12	CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	-TWTFSS	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTFSS					2	\$500.00		0.00			
E 12	WDJT	10/16/12	10/16/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----					1	\$7,000.00		0.00			
E 13	WDJT	10/22/12	10/22/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,500.00		0.00			
Totals														21	\$22,900.00